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DATE: 4/4/97

FEDERAL COMMUNICATIONS COMMITTEE
1919 M STREET N.W.
WASHINGTON, D.C. 20554

RE: CS DOCKET NO. 97.55

DEAR COMMISSIONERS,

I AM GENERAL MANAGER OF WALB-TV IN ALBANY, GEORGIA. I AM WRITING TO EXPRESS MY STRONG APPROVAL OF THE VOLUNTARY RATING SYSTEM DEVELOPED BY THE TELEVISION INDUSTRY. THIS SYSTEM BUILDS ON THE 28 YEARS OF FAMILIARITY AND SUCCESS THAT THE MOVIE INDUSTRY HAS HAD AND CONTINUES TO HAVE.

SINCE WE IMPLEMENTED THE TV RATINGS SYSTEM IN JANUARY, WE HAVE NOT HAD THE FIRST CALL FROM OUR VIEWERS ASKING US TO EXPLAIN THE SYSTEM. THIS TELLS ME THEY UNDERSTAND AND APPROVE OF THE RATINGS.

THE LEGISLATIVE HISTORY AND THE LAW MAKES IT CLEAR THAT THE COMMISSION SHOULD ACT ONLY IF THE INDUSTRY FAILS TO DO SO. THE INDUSTRY HAS ACTED. IT HAS DEVELOPED AND IMPLEMENTED A VOLUNTARY RATINGS SYSTEM THAT PARENTS IN MY COMMUNITY FIND USEFUL AND EASY TO USE. IT EASILY SATISFIES THE REQUIREMENTS OF THE TELECOMMUNICATIONS ACT OF 1996 AND UNQUESTIONABLY MEETS THE STANDARD OF ACCEPTABILITY IN THE ACT.

I URGE THE COMMISSION TO RECOGNIZE THE IMPORTANCE OF WHAT THE INDUSTRY HAS DONE AND APPROVE THE TV PARENTAL GUIDELINES.

BEST REGARDS,

JIM WILCOX
PRESIDENT / GENERAL MANAGER
WALB-TV

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APR - 7 1997
FCC MAIL ROOM

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APR 11 10 12 AM '97

CABLE SERVICES BUREAU



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Charles S. Velona
Vice President, General Manager

April 3, 1997

Federal Communications Commission
1919 M Street, N.W.
Washington, D. C. 20554

Re: CS Docket No. 97-55

Dear Commissioners:

As General Manager of KDOC-TV, I am writing to express my strong approval of the voluntary rating system developed by the television industry. This system builds on the 28 years of familiarity and success that the movie rating system has had and continues to have.

Since we implemented the TV ratings system in mid-January, we have not had one phone call from viewers asking us to explain the system.

The legislative history and the law makes clear that the Commission should act only if the industry failed to do so. The industry has acted; it developed and implemented a voluntary ratings system that parents in my community find useful and easy to use. It easily satisfied the requirements of the Telecommunications Act of 1996 and unquestionable meets the stand of "acceptability" in the Act.

I urge the Commission to recognize the importance of what the industry has done and approve the TV Parental Guidelines.

Sincerely,



Charles S. Velona
Vice President
General Manager

CSV:mm

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KDOC-TV

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CABLE SERVICES BUREAU



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APR 7 1997
FCC MAIL ROOM

RECEIVED

APR 11 10 12 AM '97

CABLE SERVICES BUREAU

April 4, 1997

Federal Communications Committee
1919 M Street N.W.
Washington, D.C. 20554

Re: CS Docket # 97.55

Dear Commissioners:

I am general sales manager of WALB-TV in Albany, Georgia. I am writing to express my strong approval of the voluntary rating system developed by the television industry. This system builds on the 28 years of familiarity and success that the movie industry has had and continues to have.

Since we implemented the TV ratings system in January, we have not had the first call from our viewers asking us to explain the system. This tells me they understand and approve of the ratings.

The legislative history and the law makes it clear that the commission should act only if the industry fails to do so. The industry has acted. It has developed and implemented a voluntary ratings system that parents in my community find useful and easy to use. It easily satisfies the requirements of the Telecommunications Act of 1996 and unquestionably meets the standard of acceptability in the act.

I urge the commission to recognize the importance of what the industry has done and approve the TV parental guidelines.

Sincerely,

Bob Campbell
General Sales Manager
WALB-TV



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APR 7 1997

FCC MAIL ROOM

DOCKET FILE COPY ORIGINAL

KJCT8
GRAND JUNCTION

April 4, 1997

DOCKET FILE COPY ORIGINAL

Federal Communications Commission
1919 M Street, N.W.
Washington, D.C. 20554

RE: CS Docket No. 97-55

Dear Commissioners:

As Station Manager of KJCT-TV, I am writing to express my strong approval of the voluntary rating system developed by the television industry. This system builds on the 28 years of familiarity and success that the movie rating system has had and continues to have.

At our station, we detect that the ratings are too new for parents to have formed an impression/opinion of them as yet.

The legislative history and the law makes it clear that the Commission should act only if the industry failed to do so. The industry has acted; it developed and implemented a voluntary ratings system that parents in my community find useful and easy to use. It easily satisfies the requirements of the Telecommunications Act of 1996 and unquestionably meets the standard of "acceptability" in the Act.

I urge the Commission to recognize the importance of what the industry has done and approve the TV Parental Guidelines.

Sincerely,

Jan Hammer

Jan Hammer
Station Manager

JH/slb

RECEIVED

APR 11 10 12 AM '97

CABLE SERVICES BUREAU



March 31, 1997

Dear Chairman Hurst + Commissioners:

DOCKET FILE COPY ORIGINAL

RE: CS Docket No. 97-55, FCC 97-34

As a concerned parent + Chairman of our local PTA Legislative Committee I am writing to voice my opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on Jan. 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. As a parent I do not want the TV industry to interpret what is best for my child. I want to make those choices myself based on content information about the program. Any rating system without content descriptions on the screen + publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so & ask that the FCC not approve the industry rating system. Instead, I request the following:

1. That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include

context information about programs such as V (for violence), S (for sexual depiction + nudity), + L (for language).

2. That the FCC require a V-chip board broad enough that would allow parents to receive more than one rating system.

3. That the rating icon on the TV screen be made larger, more prominently placed on the screen, + appear more frequently during the course of a program.

4. That the rating board be independent of the industry + the FCC + that it include parents.

5. That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children + families.

Sincerely,

Pamela J. Russell

Pamela J. Russell

Moorest Hill, IN

March 27, 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt & Commissioners,

RE: CS Docket # 97-55, FCC 97-34

Dear Sir:

I'm writing on behalf of the National PTA and the Moors Hill PTA in particular to voice my opposition to the V-chip rating system as presented by Jack Valenti on January 17, 1997. The rating symbol on the TV does not provide enough content information so that parents can make decisions about what is appropriate TV programs for their children.

As a parent, I do not want the TV industry to interpret what's best for my children. I choose to make those decisions myself based on content information about the program.

Without content descriptions displayed on the screen, it is really hard to do.

I understand that the FCC, by law, is required to determine whether the industry's rating system has met the requirements of the Telecommunication Act of 1996.

In my opinion, as a parent, a PTA member, and a minister, I do NOT

Believe this system does so. I ask the FCC not to approve this TV rating but instead to include content information such as V = Violence S = sexual depiction & nudity L = language. Also, that the rating icon on the screen be larger and appear more often on the screen during a given program. The rating board should also include the input of parents & I would be more than happy to be such a parent.

Thank you for this chance to comment on an issue so important to children & families.

Sincerely,

Rev. Karen Reynolds
Moore Hill, In. 47032

Rev. Karen Reynolds
12178 Sparta Pike
Moore Hill, IN
47032

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

We are writing on behalf of the National PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Rper. These findings point to the fact that parents DO NOT want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TB scheduling is useless. We would also like to see commercials aired regarding scheduled programming of content sensitive material be banned or at least restricted to avoid inclusion of unacceptable materials.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We DO NOT believe this system does so and ask that the FCC NOT approve the industry rating system. THE FUTURE OF THE AMERICAN FAMILY IN A MORAL SOCIETY IS AT STAKE HERE. Instead, we request the following:

- * That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V(for violence), S (for sexual depiction and nudity) and L (for language);
- * That the FCC mandates the industry also to include in the ratings of V, S, and L, the level of intensity such as "occasional", "frequent", or "widespread".
- * That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- * That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- * That the rating board be independent of the industry and the FCC and that it include parents; and

* That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue of such importance to our children and the health of the American Family.

Sincerely,

Employees of American Equipment Co
Greenville, SC

POST OFFICE BOX 688
GREENVILLE, SOUTH CAROLINA 29602

Name

Phone Number

Gilda Stark

(864) 295-7842

Robert Benson

(864) 306-0521

Joe Orr

(864) 295-7914

Tarnea Minton

(864) 295-7864

Co Ann Blackwell

Dianne Patrick

864 295-7823

Articia Baynes

Perri Eller

864-295-7834

Leahy Hopper

Mike Sullivan

Nancy Lewis

Melissa Lawrence

Margaret E. Chamber

6024 Afton Ct
San Jose, CA 95123

April 1, 1996

97-55

DOCKET FILE COPY ORIGINAL

Mr. Reed Hundt
Chairman
Federal Communications Commission
1919 M Street NW
Washington DC 20554

Dear Mr. Hundt:

We are a group of parents involved in parent participating schools throughout Santa Clara Valley. We are writing to express our concern about the quality and content of children's television. Each of us works very hard to ensure our children will grow up healthy and whole. However, we believe the overly violent and sexually explicit messages and images so often portrayed on television, as well as the overwhelming tide of advertising aimed at children, undermine so much of our efforts. Each new study only confirms our resolve: our children are not being well served by the networks or their advertisers.

Therefore, we are urging you to enforce the provisions set forth in the Children's Television Act of 1990. We urge you to hold the networks accountable to provide healthy alternatives for our children, alternatives which go beyond Power Rangers, re-runs of the Jetsons and the adult fare now available to children throughout the day. We are also asking you to actively promote the V-chip and some form of program labeling as important tools for parents to monitor what their children are exposed to. This is not about censorship, but about the value we as a society place on our children. Given the dominant influence television now exercises in shaping our culture, how can we do anything less?

We, the undersigned parents, are determined to make our voices heard on these important issues. We will do this by what we choose to watch on TV, by what we choose to buy from advertisers and whom we elect to public office. But we realize it will take the whole community working together - parents, educators, businesses, government and the media - assuming responsibility to protect and promote that which is in the best interest of our children. We urge you, the FCC and our elected representatives in Congress, to take the leadership role you were appointed to do in this critical national issue.

Sincerely,

The Undersigned Parents

Stacie N. _____

FCC Letter: Signatures

Print Name	Signature	Address
January Hand	January Hand	10721 Morengo Dr. Cup. 95014
Therese Ducharme	Therese M. Ducharme	10151 Phar Lap Dr Cup 95014
Wendy Fong	Wendy Fong	1353 Elsona Ct. SU 94087
Delores Cahamian	Delores Cahamian	6941 Blue Hill ST 95129
Charm Agrawal	Charm Agrawal	22191 McClellan Rd Cup 95014
Joan Lin	Joan Lin	5539 Big Oak Dr. San Jose 95129
Myung Sook Kang	Myung Sook Kang	10235 Byrne Ave Cupertino 95014
ROBIN GARTHWAIT	R. Garthwait	1685 Bucknall Rd Campbell CA 95008
Shehraz Khan	Shehraz Khan	655 So. Fair Oaks Ave #H-314, Sunnyvale 94086
Loy Oppus-Moe	Loy Oppus-Moe	7560 Waterford Dr. Cupertino 95014
Teresa Beum	Teresa Beum	1663 ERSKIDA Dr (Campbell 95008)
Patricia Field	Patricia Field	5999 Mayflower Ct. San Jose CA 95129
Julie Stallman	Julie Stallman	19740 Braemar Dr Saratoga 95070
Wendy Stenzel	Wendy Stenzel	21992 Lindy Lane Cupertino CA 95014
Cjoe Parker	Cjoe Parker	1455 Morgan Ave. San Jose 95128
Stacie Newman	Stacie Newman	1354 Egret Dr. Sunnyvale 94087
Cindy Leptard	Cindy Leptard	10430 Stern Ave, Cupertino CA 95014
Tinka Nedermier	Tinka Nedermier	1445 Glenmoor Way SJ. 95129
[REDACTED]	[REDACTED]	
[REDACTED]	[REDACTED]	
Michael Hand	Michael Hand	10721 Morengo Dr. Cupertino CA 95014
[REDACTED]	[REDACTED]	



Mrs. Allen Kulicke
1473 N. 400 W.
Centerville, UT 84014-1127

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4-2-97

Dear Mr. Hundt & the FCC Commission,

It has come to our attention that you're accepting input concerning the TV ratings system.

We feel very strongly that the Age-based rating system is totally inadequate. The best way for us to decide whether to view / allow viewing is to know of the content so we can use our own standards to choose. For this reason, we were pleased to learn about the proposed Descriptive Content-based ratings system. This would be a most welcome change.

Thank you for the opportunity to express our opinion. Please carefully consider this change. These types of ratings are currently in use in TV Guide type publications so it shouldn't be too difficult to implement, yet it'd be more informative for parents.

Thank you so much.

Lynn N. Kulicke
Allen N. Kulicke

CS Docket No. 97-55, FCC 97-34

RE: CS Docket No 97-55, FCC 97-34

I am opposed to the v-chip rating system proposed by the TV Rating Implementation Group. I would like to see more content information. I would like to see the following:

- Rating icon seen at anytime by viewer (viewer can turn off/on or left in corner of pic).
- Rating system to include content information (V-violence, S-sex, and L-language).
- Rating system to include quantity of such content (How great is the violence, etc.? Is it the entire show, the theme or one episode?) This could be done with numerical values (V-1, V-2, V-3.).
- Rating board independent of industry and include parents of children under 18 yrs from across the country.
- Rating system so explicit that industry can easily qualify each programs contents.

Sincerely,

Kath & Manny Macedo
Falls Church, Virginia

3/18/97

DOCKET FILE COPY ORIGINAL

Chairman Ruel Hundt
c/o FCC
1919 M St. N.W. Rm 222
Washington, DC 20554

Dear Chairman Hundt:

Re: CS DOCKET No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Jonesville Community PTA and as a concerned parent of a 12 year old child.

I support the PTA's policy regarding the proposed rating system. I would like to see the new rating system/board be independent of the industry and the FCC and that it include parents.

Regards,
Cindy Haag

March 18, 1997

RE: CS Docket No. 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

I am writing on behalf of the National PTA and the Gonesville PTA. I feel the rating symbol on the TV screen does not provide sufficient content information so parents as myself can make a appropriate decision on the TV show showing. I feel the rating icon on the TV screen be made larger and appear much longer so you don't miss it by not seeing the first few minutes of the TV show. I've been watching for the rating and miss it alot because I'm not in the room at that moment when it shows it

Sincerely,

Tracy Horn
Gonesville, Mich

March 18, 1997

Chairman Reed Hunt and FCC Commissioners
c/o Fed. Comm. Commission
1919 M Street N.W. Room 222
Washington, D.C. 20554

Dear Chairman Hunt and Commissioners,

* RE: CS Docket No. 97-55, FCC 97-34

I am writing to voice my opinion over the V-Chip rating system as presented by Jack Valenti. The rating symbol does not provide sufficient content information so that parents can make decisions about what is appropriate on TV.

I want to make choices based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

Please give this issue serious consideration as you make your decision.

Respectfully,

T. Hunger
Jonesville Community PTA
Jonesville, Michigan 49250

3-18-97 RE: CS Docket #97-55, FCC 97-34

Dear Chairman Hunn + Commissioners:

I am writing in support of National PTA backing of the issue of the V-chip rating system. This system is presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The present rating symbol on the TV screen, does not provide sufficient content information so we as parents, can make decisions about what appropriate TV programming for their children. From the results from the survey that was conducted by the National PTA, U.S. News + World Report, and Media Studies Ct/Research. Parents do not want the TV industry to interpret what is best for their children. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

I, as a parent of two children, ages 10 and 12 feel that the FCC needs to ask for help in setting standards. Mainly for content information regarding such as V (for violence) S (for sexual depiction + nudity) and L (for language).

Sincerely,

Valerie Trone

3/18/97

Chairman Reed Hundt & FCC Commissioners

Dear Chairman Hundt & Commissioners:

Re: CS Docket No. 97-55, FCC 97-34

As a parent of a 10 year old and a member of the Michigan PTA in Jonesville, I feel that the rating systems must contain the V, S, E, L ratings and need to be held on the screen longer or periodically throughout the show and publicized in periodicals that carry TV scheduling.

Sincerely,

Debra Boardman_____

3-18-97

RE: CS Docket No. 97-55, FCC 97-34

Dear Chairman Hundt, Commissioners:

I am writing in support of the PTAs position on the V-Chip rating system. I am a parent of 2 elementary children, ages 9 and 8. The current system does not allow me enough information to make the best choice for my children. The current system is just too vague. Also, the icon needs to be on longer and possibly be flashed on throughout the program. And possibly more during daytime program.

Thank-you for taking the time to read my concern.

Sincerely:

Terry DeGenn
413 Wright St.
Jonesville, Michigan
49250

April 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

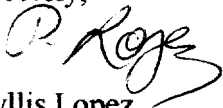
I am writing on behalf of the National PTA and the Calle Mayor Middle School PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,


Phyllis Lopez
Torrance, CA

March, 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

Re: CS Docket No. 97-55, FCC 97-34

We are writing on behalf of the National PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U. S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and published in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for Language);

That the FCC require a V-chip bank broad enough that would allow parents to receive more than one rating system;

That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents; and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on the issue so important to children and families.

Sincerely,

Rod and Terri Miller
Overland Park, KS 66221

March 10, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M. Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

RE: CS DOCKET NO. 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

I am writing on behalf of the National PTA and the Platte City Middle School PTSA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Susan Anderson
Susan Anderson
(Parent of 3 children)
23 Misty Springs Circle
Platte City, Mo. 64079



ISSUE

On January 17, 1997, a television rating system for cable, network, and public broadcast programs was submitted to the Federal Communications Commission (FCC) by the Television Ratings Implementation Group, chaired by Jack Valenti, president of the Motion Picture Association of America (MPAA). The rating system is age-based, and does not provide information to parents about specific program content.



NATIONAL PTA POSITION

The National PTA opposes a system that does NOT provide parents and families information about the content of the program as part of the rating on the TV screen.

National PTA Opposes Industry Proposed Age-Based Rating System

TV-Y	All Children
TV-Y7	Directed to Older Children
TV-G	General Audiences
TV-PG	Parental Guidance Suggested
TV-14	Parents Strongly Cautioned
TV-M	Mature Audiences Only

- does not provide parents with specific information about the content of individual programs
- allows the TV industry to judge what material is acceptable for all children of a particular age range
- intermingles violence, sex, and language issues in a single judgment and does not indicate why a show was rated a particular way

National PTA Supports Descriptive Content-Based Rating Systems

(Example For Information Only)*

- V** Violent Content
- S** Sexual Content & Nudity
- L** Adult Language

Any V, S, or L rating would also indicate level of intensity such as "occasional," "frequent," or "widespread."

- includes symbols about the content of individual programs (V, S, and L)
- allows parents, rather than the TV industry, to judge what program content is acceptable for their children
- clearly separates ratings for each area allowing parents to make choices based on specific content information

(Premium cable channels like HBO and Showtime use a descriptive content system.)

***The National PTA does not support or endorse one content-based system over another.**

Almost 30 national organizations are also opposed to age-based ratings including the following: American Academy of Pediatrics; American Psychological Association; Children's Defense Fund; Coalition for America's Children; National Association of Elementary School Principals; National Association of School Psychologists; and National Education Association.